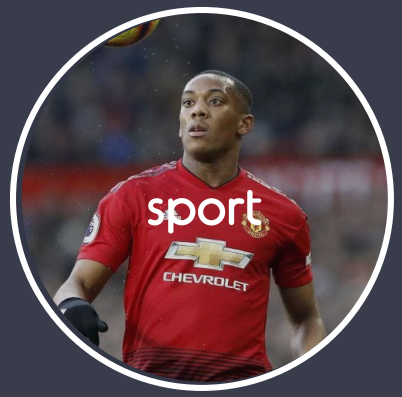
nordic
entertainment group

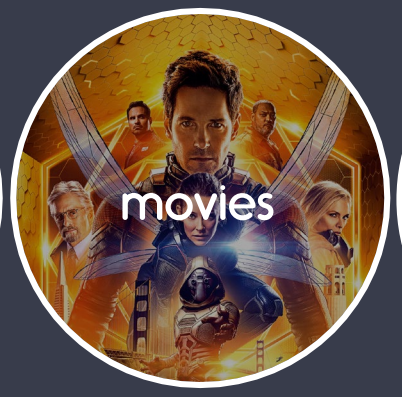
the best storytelling experiences

Jakob Mejlhede Andersen
group head of content

#alwayson
nentgroup

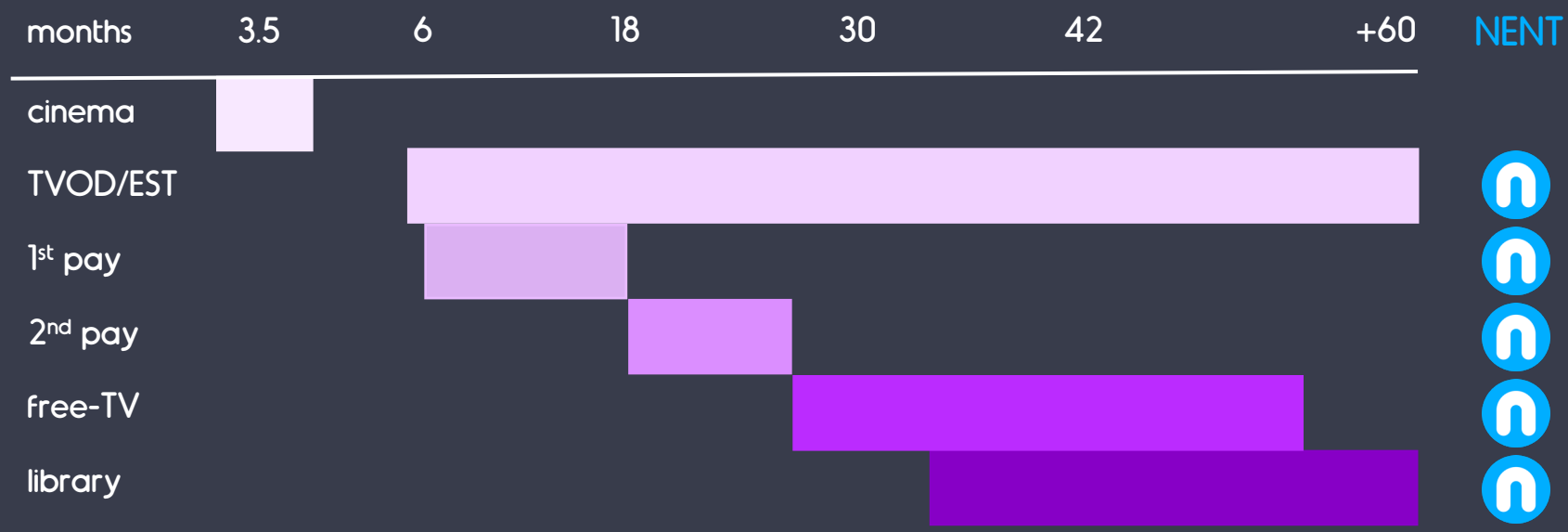
a unique content offering...





...monetised across multiple windows

life of a movie from release to library



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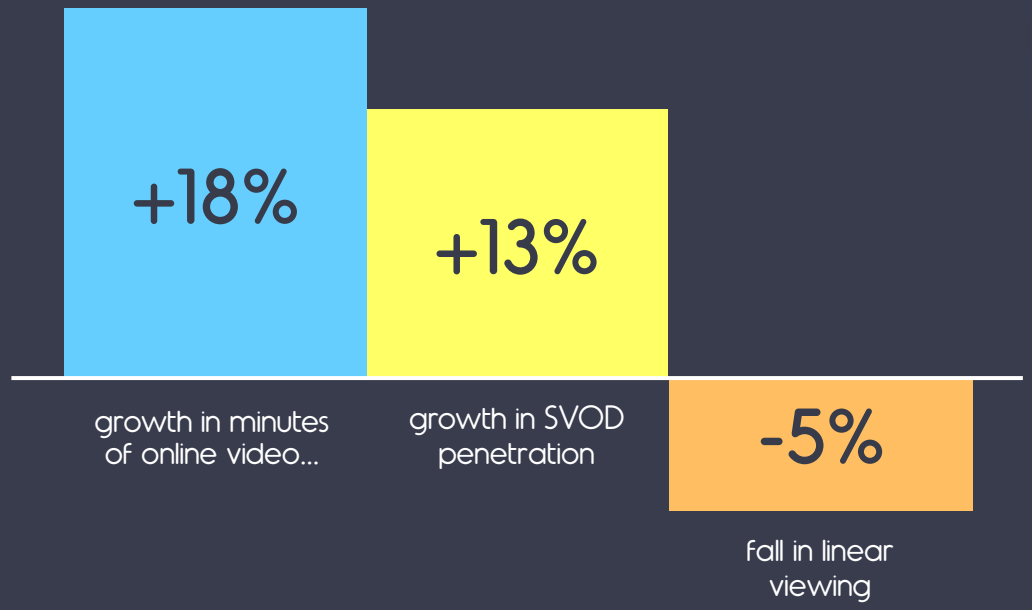
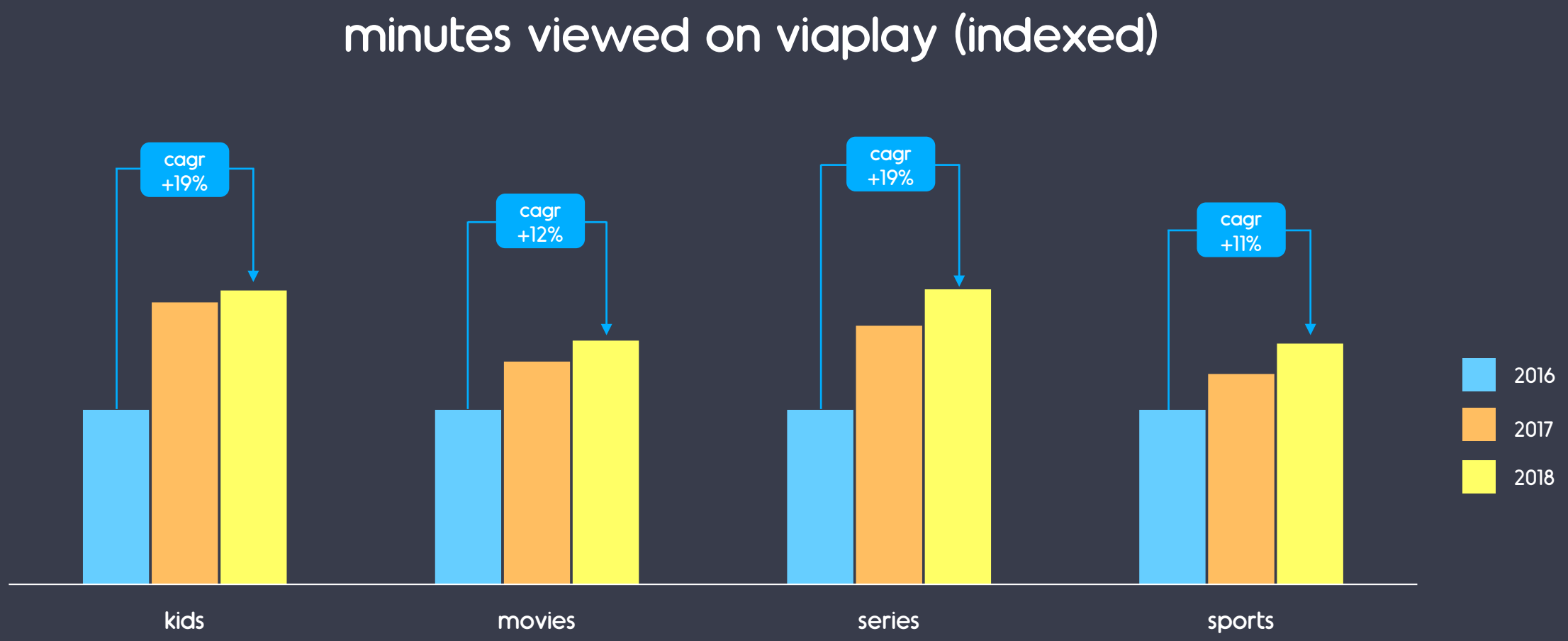
digital viewing is becoming the norm...



sources: mediavision fall 2018, tns gallup, mms, finnpanel; pertaining to the nordic countries

...with viewing increasing across the board

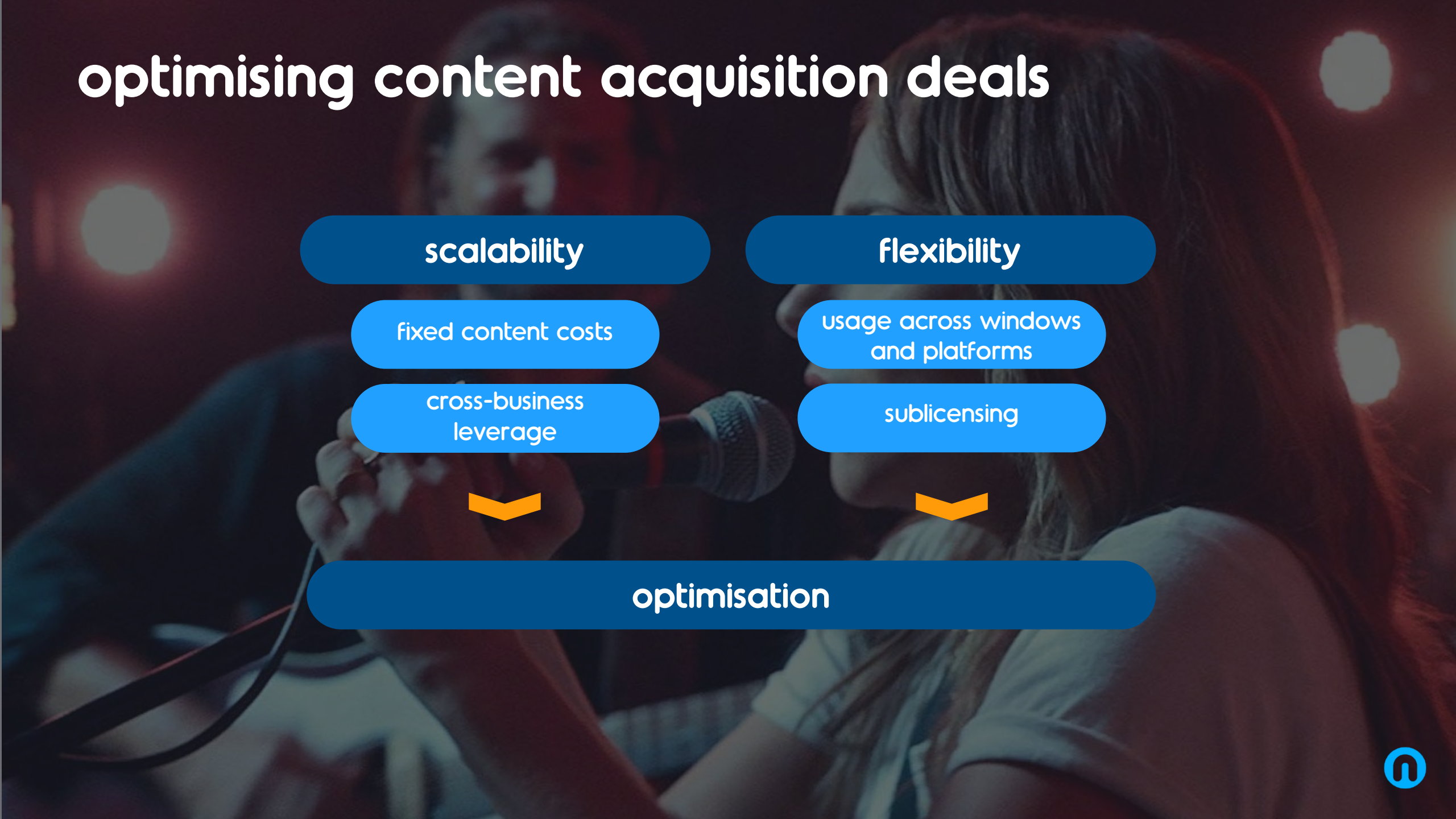


staying ahead of the curve

1. successful multi-platform buying
2. building 360° relationships
3. creating digital first content
4. pursuing category leadership
5. focus on nordic storytelling
6. moving closer to IP creation

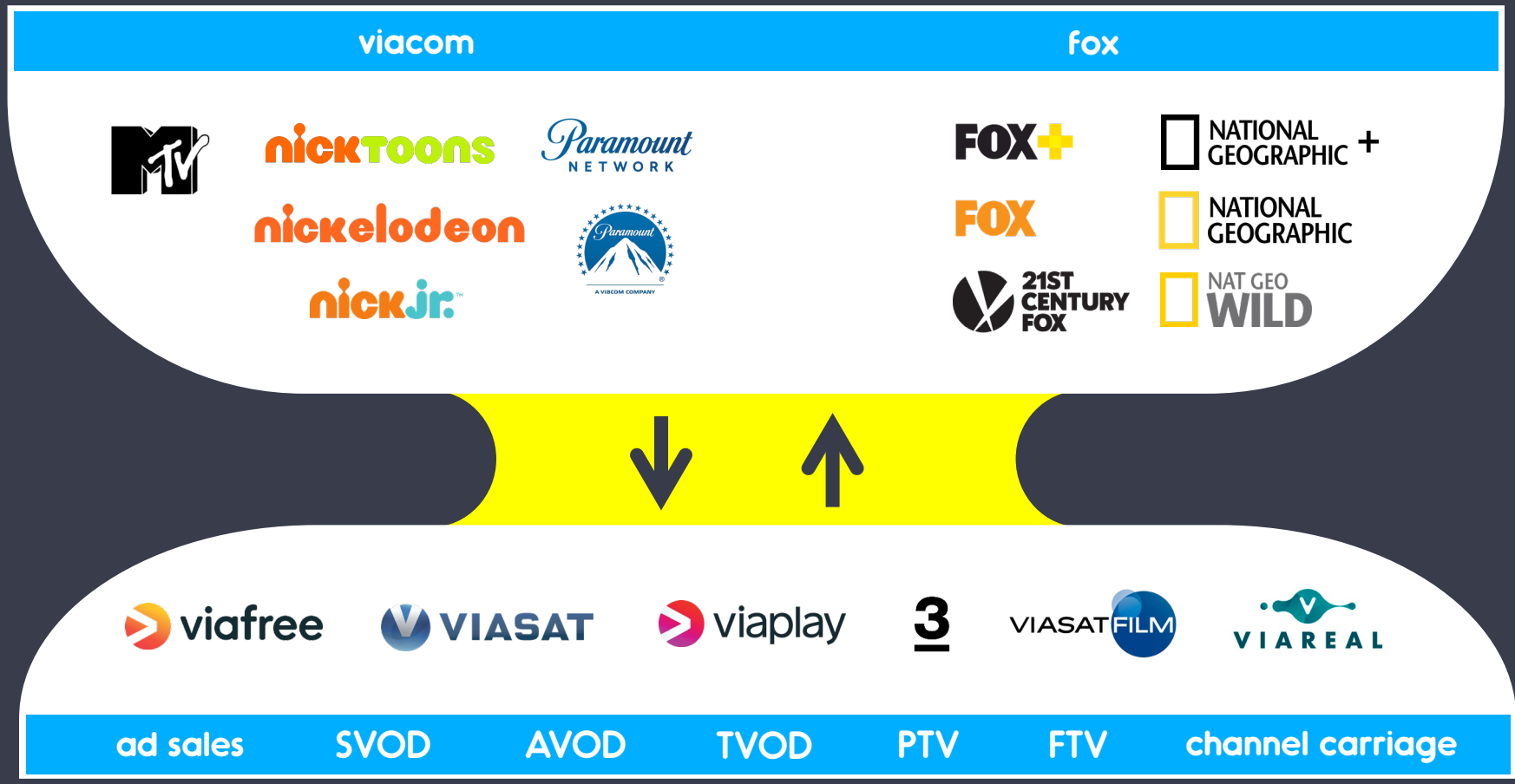
1. successful multi-platform buying

optimising content acquisition deals



2. building 360° relationships

building 360° relationships



3. creating digital first content

monetisation in
a changing landscape

viafree

- AVOD-platform
- established brand
- exclusive content

on-the-go content meeting demand from younger-skewing audience

SPLAY ONE

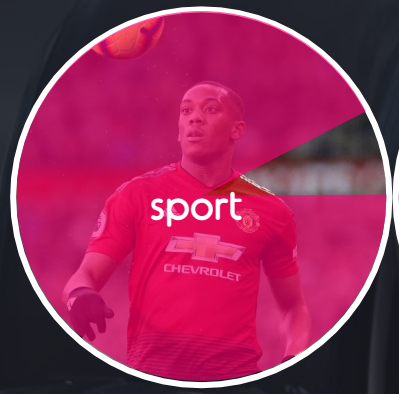
- talent
- brands
- insight

branded content curated for maximum impact in a dedicated audience

3. pursuing category leadership

pursuing category leadership

strength in content offering



taking pole position in movies

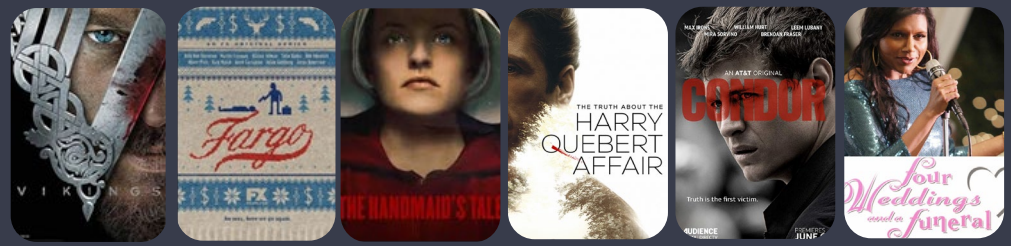
1st pay window 2nd pay window

new MGM and NBCU deals

MGM

movies

series



distribution viaplay ORIGINAL

NBC UNIVERSAL

movies

series

sublicensing movies to free TV market

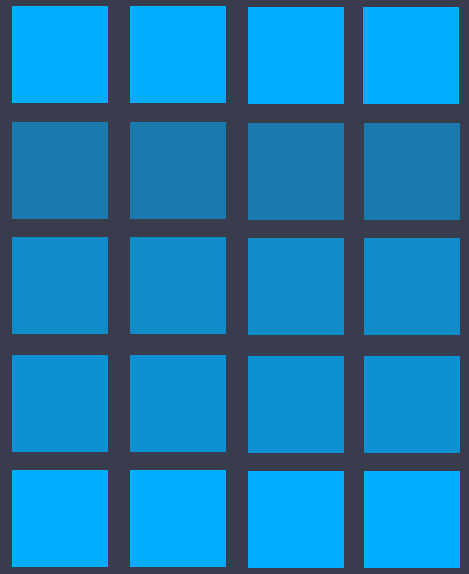
channel carriage E!

5. focus on nordic storytelling

ambitious nordic
original programming

2019

...to ~20 originals



2016

going from 3...

originals deliver on multiple fronts

		acquired	originals
performance	flexibility in rights exploitation	✓	✓
	viewing performance on VOD	✓	✓
	catering to nordic taste	✗	✓
control	secure pipeline	✓	✓
	creative control	✗	✓
	no dependence on studios	✗	✓
finance	equity IP ownership	✗	✓
	license period	✗	✓
	cost control	✗	✓
	share of distribution revenues	✗	✓

...and have a bigger impact on viewing than acquired content

7/10*

new top performing series in 2018 were originals

looking at performance during first 4 weeks on viaplay

*current acquired first season vs original first season

6. moving closer to IP creation

extracting more value through IP creation

IP sourcing/creation

inhouse capabilities

NICEDRAMA paprika BAcademy. RAKETT baluba.

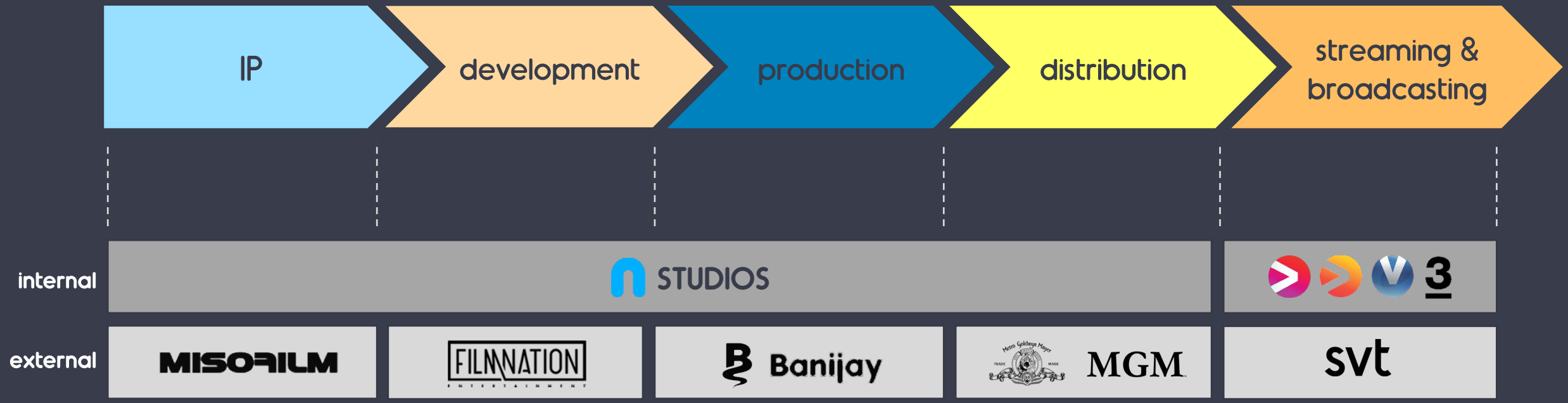
NOVEMBERFILM ATRIUM TV MONSTER STRIX

playroom EPIQ strong productions SPLAY ONE moskito television DRG

partnerships

FILMNATION ENTERTAINMENT

leveraging our presence in the value chain



to create enhanced experience and value

- multi-platform buying
- 360° relationships
- digital first content
- category leadership
- nordic storytelling
- IP creation

staying ahead of the curve

monetising on change

with complete customer focus

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Q&A

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